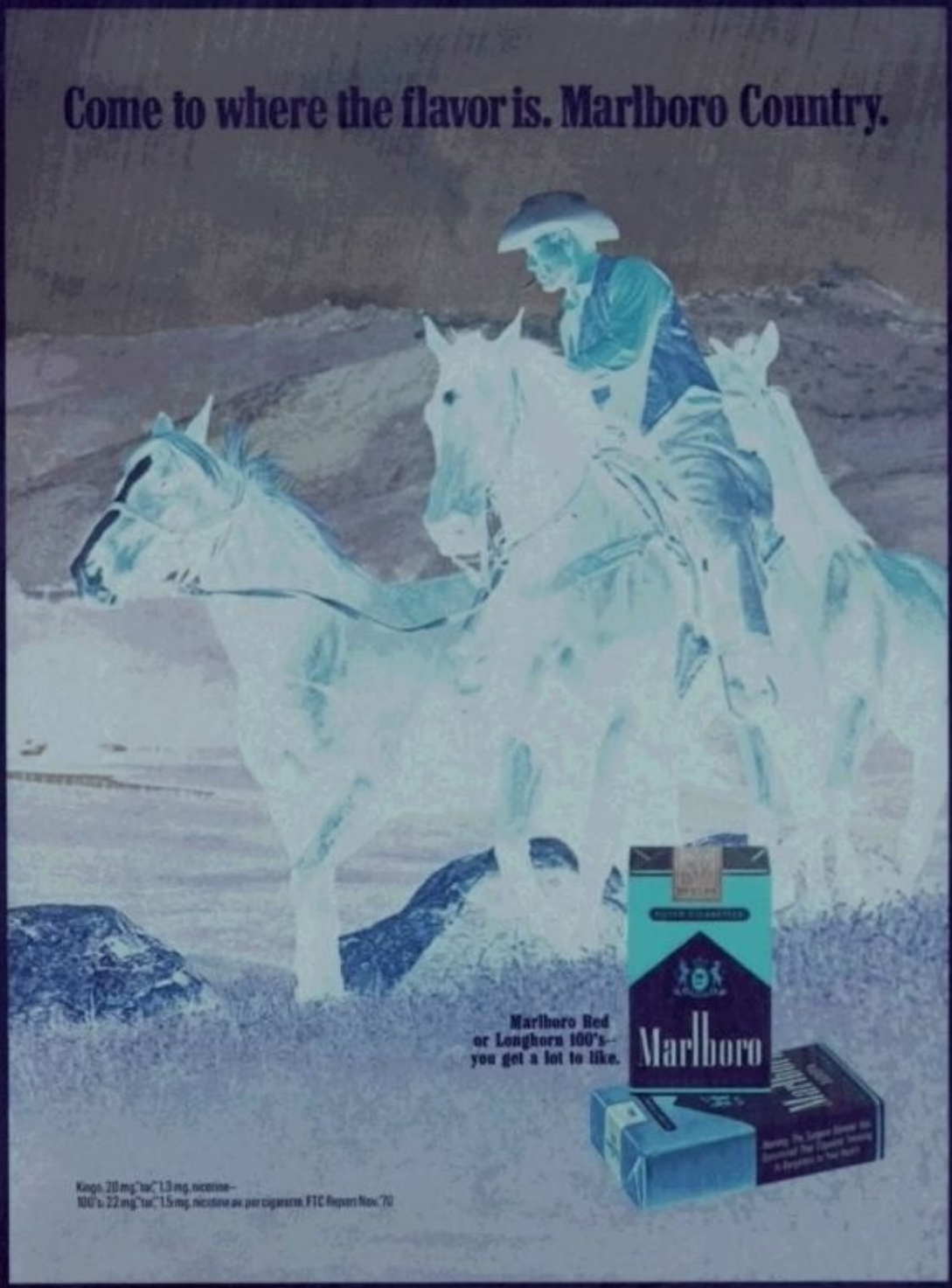
LEO BURNETT COMPANY, *Inc.*
Ad No. 2450—Craggy Mountain—Req. No. 79634—1 Page—4/C Bleed—8½ x 11¼ in.—Time, 1971 (A)
Printed in U.S.A.

Come to where the flavor is. Marlboro Country.



Kings: 20 mg "tar" 1.3 mg. nicotine—
100's: 22 mg "tar" 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/pffn0003
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